



# LD1023 Nudging and Behavioral Design: Projects 4.0 credits

Nudging och beteendedesign: Projekt

This is a translation of the Swedish, legally binding, course syllabus.

## Establishment

The official course syllabus is valid from the spring semester 2025 in accordance with a decision from the Faculty board of the ITM school: M-2024-1580. Date of decision: 2024-09-10.

## Grading scale

P, F

## Education cycle

First cycle

## Main field of study

Technology and Learning

## Specific prerequisites

General entry requirements only.

## Language of instruction

The language of instruction is specified in the course offering information in the course catalogue.

## Intended learning outcomes

After passing the course, the student should be able to:

1. Apply the concepts nudging and behavioural design to identify and design efficient strategies for promoting sustainable behaviour.
2. Evaluate and critically review new technical innovations to assess their suitability and usability for creating behavioural changes that promote sustainability.
3. Integrate technology and behavioural science methods to design and execute projects that intend to positively influence behaviour and promote sustainability in different contexts.
4. Analyse and reflect on the results of implemented behavioural change strategies and draw conclusions about their efficiency and long-term effect on promoting sustainable behaviour.

## Course contents

The course focuses on practical methods in nudging and behavioural design by which the students get the opportunity to practice creating long-term and sustainable behaviours through behaviour tools. Furthermore, the course explores the integration of technology and learning by means of letting the student test and evaluate new technical innovations to ensure their usability for the target group, with a focus on promoting sustainable behaviour.

Module 1. Introduction to nudging and behavioural design:

- Understanding of the concepts nudging and behavioural design.
- The importance of creating sustainable behaviours through behavioural tools.

Module 2. Integration of technology and learning:

- Testing and evaluation of new technical innovations to ensure that these can surely be used by the target group.
- Explorations of how technological innovations can be integrated in nudging and behaviour design to promote sustainable behaviours.
- Through practical exercises and projects, the students are given the possibility to use different nudging techniques and methods from behavioural science in order to promote long-term behavioural changes.

Module 3. Case studies and practical exercises:

- Development of concrete plans to implement behavioural tools in different environments to promote sustainable behaviour.
- Evaluation of the efficiency of the projects and their effect on behavioural changes for promoted sustainability.

## Examination

- LEXA - Continuous assessment, 4.0 credits, grading scale: P, F

Based on recommendation from KTH's coordinator for disabilities, the examiner will decide how to adapt an examination for students with documented disability.

The examiner may apply another examination format when re-examining individual students.

If the course is discontinued, students may request to be examined during the following two academic years.

## **Ethical approach**

- All members of a group are responsible for the group's work.
- In any assessment, every student shall honestly disclose any help received and sources used.
- In an oral assessment, every student shall be able to present and answer questions about the entire assignment and solution.